

For Immediate Release

Media Contact:

Billy Schreiber – 773-477-1855 or

bschreiber@prodigy.net

THE BOOK COMPANY PROVIDES THE PERFECT PERScription FOR PHARMACEUTICAL PROMOTIONS

DELRAY BEACH, FL (April 2010) – Since the new PhRMA guidelines went into effect, cookbooks to guide patient health have become a highly sought after promotional product for pharmaceutical and medical device companies, said Doug Greenhut, President. The Book Company offers dozens of affordable health-related cookbooks that can be distributed by doctors and other medical professionals for patient education.

The cookbooks, with topics ranging from diabetes to cancer, heart health to gastro disorders can easily support drug campaign themes, medical ailments or disorders. According to Greenhut, The Book Company also has the ability to excerpt or reformat these cookbooks to fit any budget. For example, to satisfy a client's \$3.00 budget, The Book Company recently excerpt and reformatted a full-sized, 256-page *Betty Crocker's Diabetes Cookbook* to create a 4" x 6", 64-page edition.

Examples of book titles currently available from The Book Company include:

- American Heart Association's Low Fat Recipes
- American Heart Association's Low Salt Cookbook
- Betty Crocker's Diabetes Cookbook
- Betty Crocker's Heart Health Cookbook
- Cooking for Arthritis
- Eating Well Through Cancer
- How to Cook for Crohns and Colitis
- The Breast Health Cookbook
- The CalorieKing Calorie, Fat & Carbohydrate Counter
- The Fibromyalgia Cookbook

“As the guidelines and requirements for pharmaceutical promotions become stricter, cookbooks, where applicable, have become the simple solution,” said Greenhut. “We have had an easy time getting cookbooks approved by medical regulatory and legal departments at pharmaceutical companies over the past 2 years. There is no denying the educational benefits of a healthy diet and lifestyle.”

Unique to the promotional products industry, The Book Company offers customization for literally any book in the world. Their experienced team and expansive web site (www.thebookco.com) offer promotional product specialists smart and easy ways to find the perfect book for most any promotional theme and budget. With a minimum order of 50 copies, customization options for most any book include a Cover Imprint, Promo-Page Insert and Custom Book Jacket.

For more information about the full line of cookbooks and or any other book title offered by The Book Company, contact your Account Manager toll-free at 1-800-367-9388, or visit their web site at www.thebookco.com